

PSA Grading Criteria

___All claims and statements are supported with sufficient evidence and rhetorical appeals that are appropriate for the intended audience(s). Multiple perspectives on the issue are analyzed.

___Aural components complement the rhetorical purpose of the message and are balanced with spoken text.

___The speaker's tone and the background music or effects fit the rhetorical purpose of the message.

___The project exhibits a consistent tone and style that is appropriate to the topic, purpose, and intended audience(s).

___Each of the three PSAs addresses a distinct audience that is apparent from the message's content, tone, style, types of evidence, warrants, background music/effects, etc.

___The project shows risk-taking in such areas as content, form, or presentation.

___Sources for research-based information are provided in proper MLA format with the script; at least ten sources are identified and at least five have been cited.

___Multiple audio tracks are integrated seamlessly; timing of effects and voice are well-matched.

___The speaker's voice is clear and well-paced.